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LAMBEAU FIELD
Home of Green Bay Packers

FROM SANDLOT TO STADIUM

The fortunes of the Green Bay Packers have come a long way since the sandlot years of 1919-20 when the Pack subsisted on the contents of George Calhoun's hat. When the Packers began their career in 1919 they played in Hagemeister Park which was just a big vacant lot with a football gridiron marked on it. There were no gates - not even a fence. Spectators just dropped off the Walnut Street streetcar and walked over to the sideline.

In 1920 a section of stands was built - just a small bleacher with a capacity of a couple hundred - on one side of the field and a fee charged to sit there. The next year a portable canvas fence was erected around the whole field and a regular admission charge established.

When Hagemeister Park was dug up in 1923 the Packers moved to Bellevue Park just outside of Green Bay. Things were Big Time there with crowds of 4,000 to 5,000 waiting to heckle the rival Chicago Bears. The Packers used Bellevue in 1923-24, and at that time agitation began for the building of a new stadium.

The new plant was barely completed in time for the 1925 opening and was an immediate success. The Bear game that year drew a record crowd of nearly 6,000.

Seating capacity was gradually increased to 15,000 by
(Continued on Page 8)

WISCONSIN

FEDERAL MILK ORDER BULLETIN



for the
Milwaukee, Northeastern
and Madison Marketing Areas
C. T. McCleery - Market Administrator

OCTOBER 1965

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DEC 6 1965

NOTICE OF RECONVENED HEARING ON PROPOSED AMENDMENTS TO TENTATIVE MARKETING AGREEMENTS AND ORDERS

The hearing with respect to proposed amendments to the tentative marketing agreements and to the orders regulating the handling of milk in the respective marketing areas designated, notice of which was published in the Federal Register dated August 6, 1965 (30 F.R. 9829) and September 11, 1965 (30 F.R. 11694) was recessed on September 30, 1965, to be reconvened on November 2, 1965, at a time and place to be announced by the Hearing Examiner.

Pursuant to the provisions of § 900.8 of the Rules of Practice and Procedure Governing Proceedings to Formulate Marketing Agreements and Marketing Orders (7 CFR - 900.8) notice is hereby given that the said public hearing will be reconvened at 9:30 a.m., local time, on November 2, 1965, in the Conrad Hilton Hotel, 720 South Michigan Avenue, Chicago, Illinois.

— DATA IN BRIEF - FOR THE MAN IN A HURRY —

SEPTEMBER 1965	Milwaukee Order No. 39		Northeastern Wis. Order No. 45		Madison Order No. 51	
Class I Price & Differential	\$4.09	7.3¢	\$3.99	7.6¢	\$4.09	7.3¢
Class II Price & Differential	\$3.29	7.2¢	\$3.29	7.2¢	\$3.29	7.2¢
Producer Price & Differential	\$3.99	7.3¢	\$3.81	7.5¢	\$3.99	7.3¢
Pounds of Producer Milk	74,515,264		32,653,783		14,186,089	
Percentage in Class I	87.1%		73.3%		86.8%	
OCTOBER 1965						
Class I Price & Differential	\$4.13	7.5¢	\$4.07	7.8¢	\$4.13	7.5¢

SELECTED COMPARISONS OF WISCONSIN MARKETS

	Order No. 39			Order No. 45			Order No. 51		
	September '65	September '64	Com- parison	September '65	September '64	Com- parison	September '65	September '64	Com- parison
Average Daily:									
Producer Milk, thous. lbs.	2484	2267	9.6%	1088	1120	-2.9%	473	669	-29.3%
Other Receipts, thous. lbs.	184	171	7.6%	81	75	8.0%	126	129	- 2.4%
Gross Class I, thous. lbs.	2226	2007	10.9%	823	823	-0-	458	590	-22.4%
Gross Class II, thous. lbs.	622	602	3.3%	428	459	-6.8%	141	208	-32.2%
Deliveries per Farm, lbs	1061	1021	3.9%	846	851	- .6%	948	1035	- 8.4%
Number of Farms	2367	2236	131	1287	1317	-30	499	646	-147
Avg. Test of Producer Milk, %	3.75	3.69	.06	3.76	3.72	.04	3.77	3.61	.16
Number of Handlers:									
Pool Plants	25	25	-0-	59	62	-3	19	22	-3
Other Handlers	4	5	-1	5	5	-0-	10	7	3
Producer Milk in Class I, %	87.1	85.9	1.2	73.3	71.5	1.8	86.8	82.7	4.1
Shrinkage to Total Receipts:									
Product Pounds, %	1.52	1.43		1.44	2.24		1.78	1.66	
Butterfat Pounds, %	1.07	1.46		1.39	2.14		1.40	1.39	

NEARBY FEDERAL ORDER DATA

SEPTEMBER 1965

MARKET	Producer Milk	Class I Milk	Class I Price 3.5% Milk	Producer Price 3.5% Milk
	thous. lbs.	thous. lbs.	\$ per cwt.	\$ per cwt.
Chicago, No. 30	374,166	217,331	4.21	3.89
Duluth - Superior, No. 69	10,841	7,286	4.40	3.96
Madison, No. 51	14,186	12,313	4.09	3.99
Michigan Upper Peninsula, No. 44	9,399	7,642	4.20	4.14
Milwaukee, No. 39	74,515	64,904	4.09	3.99
Minneapolis - St. Paul, No. 68	76,175	64,663	4.18	4.07
Northeastern Wisconsin, No. 45	32,654	23,927	3.99	3.81
Quad Cities - Dubuque, No. 63	18,378	13,413	4.31	4.04
Rock River Valley, No. 38	9,480	8,069	4.13	4.01
Southern Michigan, No. 40	323,591	194,618	4.20	3.85

Note: The producer price shown for Michigan Upper Peninsula and Milwaukee is, in each case, the weighted average of minimum pay prices for pool plants, including zone or location differentials. Announced prices for basic zones are quoted in other instances. During base pay periods weighted averages are shown for base and excess prices.

COMPUTATION OF UNIFORM PRICES*

SEPTEMBER 1965	Northeastern Wisconsin Marketing Area Federal Order No. 45			Madison Wisconsin Marketing Area Federal Order No. 51		
	Milk	Producer B'Fat	Value	Milk	Producer B'Fat	Value
Producer Milk in Class I	23,926,579	854,689	\$ 968,017.89	12,312,913	438,068	\$503,116.51
Producer Milk in Class II	8,727,204	372,398	335,326.00	1,873,176	97,101	84,336.17
Total Milk and Value Before Adjustments	32,653,783	1,227,087	\$1,303,343.89	14,186,089	535,169	\$587,452.68
Adjustments for Value of:						
Overage Deducted from Class I & II			2,957.50			652.33
Beginning Inventory Reclassification			340.62			93.08
Other Source Milk Deducted from Class I at Class I Price			-0-			19,183.65
Butterfat More or Less than 3.5 Percent			-63,153.46			-31,057.17
Producer Location Differentials			- 261.24			7,629.34
Half of Producer-Equalization Fund			15,919.22			6,219.66
Other Source Milk deducted from Class I at Blend Price			-0-			-17,305.25
Aggregate Value and Average Price	\$3.8560510		\$1,259,146.53	\$4.038240		\$572,868.32
Reserve to Producer-Equalization Fund	.0460510		15,037.40	- .04824		- 6,843.37
Uniform Price for 3.5% Milk	<u>\$3.81</u>		\$1,244,109.13	<u>\$3.99</u>		\$566,024.95

Milwaukee Wisconsin Marketing Area Federal Order No. 39

Minimum prices per hundredweight to be paid on or before the 15th of each month to producers for 3.5% milk, f.o.b. plant. These prices are subject to a butterfat differential per point over and under 3.5% and to a deduction of 2 cents per hundredweight for marketing service for nonmembers.

Name of Handler	Minimum Pay Price	B'fat Dif'l	Name of Handler	Minimum Pay Price	B'fat Dif'l
Blochowiak Dairy Co., Milwaukee	\$3.93	7.3¢	Milk Producers Cooperative, Inc., Kenosha	\$3.94	7.3¢
The Borden Company, Milwaukee	3.98	7.3	Mullen's Dairy, Watertown	3.99	7.3
Cedarburg Dairy, Inc., Cedarburg	4.03	7.3	Progressive Dairy Products Co., Racine	4.05	7.3
Christiansen's Dairy, Hartford	4.15	7.3	Pure Milk Association, Kansasville	4.08	7.3
Fairmont Foods Company, Kewaskum	3.99	7.3	Roets Home Dairy, Waupun	4.09	7.3
Gehl Guernsey Farms, Inc., Milwaukee	3.88	7.3	Sealtest Foods, Milwaukee	3.97	7.3
Golden Guernsey Dairy Coop., Milwaukee	3.96	7.3	Vande Kolk Dairy, Waupun	4.00	7.3
Harmony Dairy Products, Inc., Racine	3.86	7.3	Warren Dairy, Burlington	4.11	7.3
Hawthorn-Melody Farms Dairy, Whitewater	4.06	7.3	Wayside Dairy, Belgium	4.07	7.3
Healthway Dairy, Inc., Fort Atkinson	4.04	7.3	West Side Dairy, Inc., Hartford	4.08	7.3
Home Dairy, Beaver Dam	4.06	7.3			
Keystone Farms, Waukesha	4.00	7.3			
Krueger Dairy, Grafton	No Report				
McFarlands' Farm Dairy, Watertown	3.91	7.3	Weighted Average of Producer Prices for Information Purposes	\$3.99	7.3¢

* Subject to location differentials where applicable. In the case of members of approved cooperatives, these prices are subject to the deductions authorized by the associations. The prices listed do not include any premium payments which may be paid by handlers and which may bring actual payments in excess of the minimum requirements.

UTILIZATION AND CLASS

MILWAUKEE, MARKET NO. 39

ITEM	September 1965		August 1965		September 1964	
	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
CLASS I MILK						
Packaged Products:						
Fluid Milk	49,252	3.5	45,259	3.5	46,686	3.5
Flavored Milk	2,137	3.5	1,424	3.5	1,882	3.5
2% Skim Milk, Solids added	6,092	2.1	5,599	2.1	3,982	2.1
2% Skim Milk	1,726	2.2	1,630	2.1	1,583	2.2
Skim Milk, Solids Added	2,191	.4	2,091	.4	1,955	.4
Skim Milk	893	.6	884	.6	937	.8
Buttermilk	569	1.1	657	1.2	572	1.0
Flavored Milk Drink	239	.6	235	.6	218	.5
Half & Half	1,141	12.5	1,137	12.4	1,084	12.4
Light Cream	26	18.4	29	18.0	44	18.9
Whipping Cream	176	33.7	182	33.6	158	32.5
Cultured Cream	292	17.6	301	17.5	259	18.9
Subtotal	64,734	3.5	59,428	3.5	59,360	3.5
Bulk Sales to Nonhandlers	1,952	3.7	1,503	3.5	584	3.6
Unaccounted for Milk	81	9.9	210	5.2	265	8.1
Total Utilized in Class I	66,767	3.5	61,141	3.5	60,209	3.5
Nonpool Receipts *	-1,863	4.2	- 444	6.0	-1,750	3.7
CLASS I - PRODUCER MILK	64,904	3.5	60,697	3.5	58,459	3.5
CLASS II MILK						
Bakeries et al. **	123	10.6	104	10.7	126	12.3
Cottage Cheese	4,262	.9	4,470	.9	4,293	1.0
Cheese	1,447	3.6	4,351	3.5	1,203	3.7
Butter	217	31.1	988	6.7	203	24.3
Evap., Cond., & Pwd.	1,497	5.1	3,363	4.3	1,927	3.8
Ice Cream & Mixes	2,446	11.2	2,982	10.1	2,220	12.6
Livestock Feed	85		92		63	
Dumped Products	36		77		5	
Skim Equiv. Fort. Prod.	1,674		1,564		1,318	
Ending Inventory	5,604	4.2	5,231	3.9	5,363	3.9
Shrinkage	1,266	2.1	968	2.3	963	2.6
Total Utilized in Class II	18,657	4.2	24,190	3.9	17,684	4.2
Nonpool Receipts *	-9,046	2.6	-8,024	3.4	-8,138	3.5
CLASS II - PRODUCER MILK	9,611	5.7	16,166	4.1	9,546	4.7
TOTAL PRODUCER RECEIPTS	74,515	3.7	76,863	3.6	68,005	3.7

* Includes receipts of other source milk, beginning inventory, and overage, all as allocated to classes, and adjustment for Class II interorder transfers shown as Class I.

** Bakeries et al. includes products for candy manufacturing, aerated cream, sour cream products not labeled Grade A, and small amounts of eggnog during off-season months.

CLASSIFICATION OF MILK

— NORTHEASTERN MARKET NO. 45 —

— MADISON MARKET NO. 51 —

September 1965		August 1965		September 1964		September 1965		August 1965		September 1964	
Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
19,418	3.5	19,254	3.4	19,643	3.5	7,454	3.5	6,991	3.4	10,911	3.4
1,307	3.6	803	3.5	1,302	3.6	595	3.7	400	3.8	810	3.7
1,175	2.1	1,280	2.1	893	2.1	1,457	2.2	1,388	2.1	2,220	2.1
253	1.9	253	1.8	202	1.9	-	-	-	-	-	-
857	.5	835	.4	513	.4	365	.5	350	.5	687	.8
364	.6	403	.6	638	.5	51	.3	51	.2	53	.2
188	1.0	230	.9	207	.9	95	1.5	120	1.4	168	1.4
114	.7	116	.7	90	.9	6	.5	36	2.6	27	.3
389	12.8	444	12.8	408	12.9	249	12.5	271	12.1	345	12.2
4	22.9	4	23.0	5	22.1	7	28.6	7	29.2	7	26.3
70	35.3	78	34.9	75	35.2	24	34.1	23	34.1	43	34.5
84	18.6	95	18.8	70	19.0	53	19.1	53	19.3	49	19.2
24,223	3.5	23,795	3.5	24,116	3.6	10,356	3.5	9,690	3.5	15,320	3.5
418	3.6	266	3.8	306	3.8	3,392	3.9	1,885	3.8	2,787	3.9
70	7.6	247	4.7	268	3.6	103	3.3	91	3.7	122	4.6
24,711	3.6	24,308	3.5	24,690	3.6	13,851	3.6	11,666	3.6	18,229	3.5
- 784	3.1	- 893	2.6	- 664	3.1	-1,538	4.2	- 863	4.2	-1,640	4.1
23,927	3.6	23,415	3.6	24,026	3.6	12,313	3.6	10,804	3.5	16,589	3.5
2,271	1.1	2,309	1.0	1,943	1.1	7	17.1	11	12.1	4	21.5
3,741	3.2	4,023	3.5	4,277	3.5	922	1.0	931	1.1	1,085	.8
280	34.9	184	33.7	302	34.5	131	3.6	1,301	2.8	554	3.0
1,443	.2	1,273	.4	2,088	.1	119	34.8	142	34.5	188	35.6
1,470	9.2	2,088	8.1	1,558	7.9	474	8.9	1,090	7.5	996	8.2
82		68		65		725	8.9	1,214	7.5	880	8.2
11		20		12		118		92		85	
461		525		449		5		8		45	
2,645	4.2	2,428	4.3	2,528	4.1	322		331		401	
422	2.7	510	3.5	536	3.4	1,095	4.1	1,038	4.3	1,505	4.1
12,826	3.9	13,428	3.9	13,758	3.8	256	2.8	262	2.2	342	2.5
-4,099	3.2	-4,096	4.1	-4,170	3.1	4,174	4.2	6,421	3.7	6,085	3.9
8,727	4.3	9,332	3.8	9,588	4.1	-2,301	3.4	-2,606	3.6	-2,619	3.3
32,654	3.8	32,747	3.6	33,614	3.7	1,873	5.2	3,815	3.8	3,466	4.3
						14,186	3.8	14,619	3.6	20,055	3.6

PRODUCER DELIVERY INFORMATION

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MANUFACTURING AND FEDERAL ORDER PRICES

	YEAR	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	AVG
Manufacturing Prices (cents)														
92 Score Butter	1964	57.97	57.97	57.97	57.97	57.97	57.97	58.00	59.51	61.32	60.47	62.27	59.24	59.05
	1965	58.00	57.99	57.99	58.97	58.97	58.97	59.00	61.03	62.22				
	1966													
Cheddar Cheese - Wisconsin	1964	35.25	35.12	34.19	33.81	33.70	33.75	33.75	34.38	36.31	36.75	36.75	36.75	35.04
	1965	35.38	35.25	35.25	35.20	34.75	34.75	34.75	35.00	35.22				
	1966													
Spray Dry Skim	1964	14.32	14.26	14.25	14.19	14.22	14.24	14.23	14.30	14.30	14.29	14.23	14.20	14.25
	1965	14.23	14.27	14.25	14.22	14.28	14.21	14.24	14.31	14.21				
	1966													
Federal Order Prices (per cwt)														
Basic Formula *	1964	3.16	3.17	3.16	3.15	3.12	3.12	3.11	3.12	3.15	3.24	3.27	3.29	3.17
	1965	3.29	3.25	3.22	3.22	3.23	3.22	3.20	3.21	3.25	3.29			
	1966													
Class I Price Differentials														
Orders No. 39 and No. 51		.88	.88	.68	.68	.68	.68	.88	1.08	1.08	1.08	1.08	.88	.88
Northeastern Order No. 45		.74	.74	.54	.54	.54	.54	.74	.94	.94	.94	.94	.74	.74
Class I Supply-Demand Adjustments														
Orders No. 39 and No. 51	1964	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24
	1965	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24			
	1966													
Northeastern Order No. 45	1964	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.20	-.16	-.16	-.22
	1965	-.20	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.20	-.16	-.12		
	1966													
Class I Prices (cwt)														
Orders No. 39 and No. 51**	1964	3.80	3.81	3.60	3.59	3.56	3.56	3.75	3.96	3.99	4.08	4.11	3.93	3.81
	1965	3.93	3.89	3.66	3.66	3.67	3.66	3.84	4.05	4.09	4.13			
	1966													
Northeastern Order No. 45	1964	3.66	3.67	3.46	3.45	3.42	3.42	3.61	3.82	3.85	3.98	4.05	3.87	3.69
	1965	3.83	3.75	3.52	3.52	3.53	3.52	3.70	3.91	3.99	4.07			
	1966													
Class I Butterfat Differentials (cents)														
Orders No. 39 and No. 51 (.120 x Butter)	1964	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.1	7.4	7.3	7.5	7.1
	1965	7.1	7.0	7.0	7.0	7.1	7.1	7.1	7.1	7.3	7.5			
	1966													
Northeastern Order No. 45 (.125 x Butter)	1964	7.3	7.2	7.2	7.2	7.2	7.2	7.2	7.2	7.4	7.7	7.6	7.8	7.4
	1965	7.4	7.2	7.2	7.2	7.4	7.4	7.4	7.4	7.6	7.8			
	1966													
Class II Butterfat Differentials (cents)														
Orders No. 39, 45 and 51 (.115 x Butter)	1964	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.8	7.1	7.0	7.2	6.8	6.8
	1965	6.7	6.7	6.7	6.8	6.8	6.8	6.8	7.0	7.2				
	1966													

* Class II price for preceding month which is Wisconsin-Minnesota Series

PRODUCERS UNIFORM PRICES & BUTTERFAT DIFFERENTIALS

Milwaukee Order No. 39														
Uniform Prices **	1964	3.70	3.71	3.50	3.50	3.46	3.47	3.64	3.82	3.89	3.98	3.96	3.81	3.70
	1965	3.79	3.75	3.58	3.58	3.56	3.55	3.72	3.89	3.99				
	1966													
Producer Differentials	1964	6.9	6.9	6.9	6.9	6.9	6.9	6.9	7.0	7.1	7.3	7.3	7.3	7.0
	1965	7.0	6.9	6.9	6.9	7.0	7.0	7.0	7.1	7.3				
	1966													
Northeastern Order No. 45														
Uniform Prices **	1964	3.44	3.45	3.31	3.30	3.27	3.28	3.46	3.62	3.69	3.74	3.76	3.63	3.50
	1965	3.57	3.53	3.39	3.39	3.39	3.38	3.58	3.74	3.81				
	1966													
Producer Differentials	1964	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.1	7.3	7.4	7.4	7.4	7.1
	1965	7.1	7.0	7.0	7.0	7.1	7.1	7.2	7.3	7.5				
	1966													
Madison Order No. 51														
Uniform Prices **	1964	3.62	3.65	3.47	3.44	3.39	3.42	3.61	3.78	3.87	3.96	3.94	3.77	3.66
	1965	3.73	3.67	3.55	3.53	3.50	3.48	3.72	3.84	3.99				
	1966													
Producer Differentials	1964	6.9	6.9	6.9	6.9	6.9	6.9	6.9	6.9	7.1	7.3	7.3	7.3	7.0
	1965	7.0	6.9	6.9	6.9	7.0	7.0	7.0	7.1	7.3				
	1966													

** Weighted averages are shown for all markets whenever base and excess prices and/or location differentials are applicable.

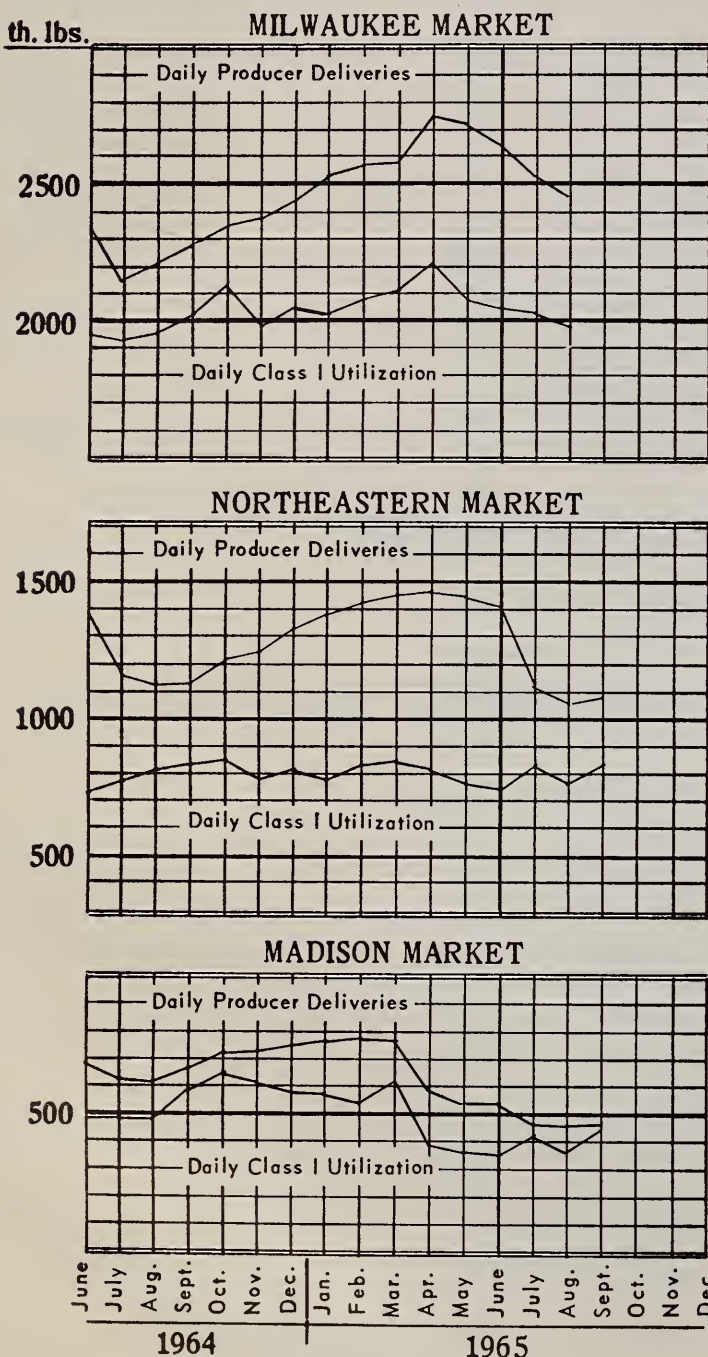
WISCONSIN FEDERAL MILK ORDER BULLETIN

Published Monthly By
Federal Milk Market Administrator
3034 West Wisconsin Avenue
Appleton, Wisconsin
for the

Milwaukee, Northeastern and Madison Marketing Areas

This bulletin is primarily to provide producers who are not members of cooperative associations with market information in accordance with §1039.74 of the Milwaukee Wisconsin marketing order, §1045.75 of the Northeastern Wisconsin marketing order, and §1051.77 of the Madison Wisconsin marketing order.

COMPARISON OF DAILY PRODUCER DELIVERIES
TO DAILY CLASS I UTILIZATION



SUPPLY-DEMAND ADJUSTERS AUTOMATICALLY CHANGE PRICES

In considering the adequacy of supply for a market's needs, 3 types of reserves are recognized in fluid markets: Seasonal reserves, Day-to-Day reserves, and Year-Round reserves. The last is a general excess of supplies over Class I sales plus seasonal and short-term reserves.

Supply-demand adjusters serve automatically to increase Class I prices when the amount of reserve milk in a market declines and to decrease such prices when reserves increase markedly. As mechanical evaluators of the basic price structure, their use reduces the frequency of hearings to revise prices. Supply-demand adjusters were first used in New England Federal Order Markets in 1948, when an economic formula was adopted for pricing milk. As of July 1, 1965, the Class I formula pricing in 61 of the 75 Federal Milk Marketing Areas incorporated supply-demand adjusters.

USDA usually uses the past history of existing relationships between producer receipts and Class I sales of milk in a market as the basing point for supply-demand adjustment. However, characteristics of markets vary extensively, so the supply-demand adjusters and the ways they are applied vary considerably among markets. Variations exist with respect to the period chosen for comparing the current relationships of supply and sales to a normal and the amount of price change indicated by a given amount of departure from normal. Also variation occurs in the number of supply or sales areas used in calculating or applying the factor. For some markets, limits are specified in terms of price relationships to other markets or to prevent contra-seasonal price adjustments. Many markets have limits to the adjuster itself.

Supply-demand adjustments can alter Class I price relationships among markets and, in some instances, can cause shifts of plants or producers between adjacent markets. In addition to shifts of milk between fluid markets & alternative outlets the adjuster may influence the quantity of milk supplied by producers and the quantity used by consumers.

Since supply-demand adjusters affect only the price used for Class I, the effect on the blend price paid to farmers is less than the effect on the Class I price. For example, in Chicago, where in 1964, adjusters were deducting the maximum amount permitted by order specifications, the deduction was 3 percent of the blend price compared with 6 percent of the Class I price. Recent studies of the effect of prices on milk production suggest that, over a longer period, a blend price change of 3 percent might cause milk production to change 1 to 5 percent in the same direction.

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From Sandlot to Stadium (cont'd from page 1)

1934, with the end zones still uncovered. With the filling in of the area around the end zones the ultimate capacity of 25,000 was reached.

After World War II City Stadium gradually faded from its once proud position as one of the favored fields in the National Football League to an inadequate and obsolete field. As pro crowds increased it was impossible to expand the capacity any further.

September 29, 1957 was a proud day for Green Bay and its Packers. A million dollar modern stadium with a seating capacity of nearly 35,000 was dedicated. They served notice on the football world that they intended to support and keep their "Packers" in Green Bay for as long as the foreseeable future. After many expansions a record crowd of 50,858 was reached in 1965.
